

## AMENDMENT TO THE CLAIMS

Please cancel claims 10, 17, 20, 28, 30—33, and 37—39.

Please add new claims 40-64.

No claims have been amended.

1.-20. (Cancelled)

21. (Previously presented) A method of providing personalized content to a wireless device coupled to a wireless communication network having a content provider, the wireless device comprising a device identifier, authentication information, and a subscriber identity module (SIM) having a serial number assigned, at least in part, by a manufacturer of the SIM, the wireless device being configured to transmit the authentication information and an anonymous user identifier to the wireless communication network, the anonymous user identifier being based, at least in part, on the serial number and being unrelated to both the device identifier and the authentication information, the method comprising:

- receiving the authentication information;

- performing an authentication process based on the authentication information and not based on the anonymous user identifier, the authentication process authenticating the mobile station with the wireless communication network; and

- after the mobile station is authenticated with the wireless communication network, at the content provider:

- receiving an anonymous user identifier from the wireless device over the wireless communication network;

- selecting content based on the anonymous user identifier; and

- providing the selected content to the wireless device over the wireless communication network.

22. (Previously presented) The method of claim 21, wherein the selected anonymous user identifier is the serial number of the SIM.

23. (Previously presented) The method of claim 21, for use with a wireless device configured to transmit the device identifier to the wireless communication network, the method further comprising after the mobile station is authenticated with the wireless communication network, at the content provider:

receiving the device identifier from the wireless device over the wireless communication network;

selecting content based on the anonymous user identifier and the device identifier; and

providing the selected content to the wireless device over the wireless communication network.

24. (Previously presented) The method of claim 23, wherein the content provider has a plurality of user profiles, each user profile of the plurality of user profiles having a device identifier and an anonymous user identifier, the method further comprising at the content provider:

selecting a user profile from the plurality of user profiles, the selected user profile having a device identifier identical to the device identifier of the wireless device and an anonymous user identifier identical to the anonymous user identifier of the wireless device; and

selecting content based on the selected user profile.

25. – 39. (Cancelled)

40. (New) The method of claim 21, wherein the selected anonymous user identifier is a hash value obtained by applying a hash function to the serial number of the SIM.

41. (New) The method of claim 21, wherein the authentication information includes a mobile station ISDN number (MSISDN).

42. (New) The method of claim 21, wherein the authentication information includes a mobile subscriber identity.

43. (New) The method of claim 42, wherein the mobile subscriber identity is an international mobile subscriber identity (IMSI).

44. (New) The method of claim 21, wherein the authentication information includes a mobile subscriber identity and a mobile station number.

45. (New) The method of claim 44, wherein the mobile subscriber identity is an international mobile subscriber identity (IMSI) and the mobile station number is a mobile station ISDN number (MSISDN).

46. (New) The method of claim 21, further comprising:  
receiving anonymous personalization data from the wireless device; and  
personalizing the selected content for the wireless device based on the anonymous personalization data.

47. (New) The method of claim 21, further comprising:  
after the mobile station is authenticated with the wireless communication network, at the content provider, transmitting the anonymous user identifier across the wireless communication network to the content provider.

48. (New) The method of claim 21, further comprises:  
before providing the selected content to the wireless device over the wireless communication network, personalizing the selected content based on at least one information presentation parameter.

49. (New) The method of claim 48, wherein the at least one information presentation parameter comprises image resolution, audio quality, or text page size.

50. (New) The method of claim 21, wherein selecting content based on the anonymous user identifier comprises using the anonymous user identifier to obtain a user profile and selecting the selected content based at least in part on the user profile.

51. (New) The method of claim 50, wherein the user profile specifies one or more resources available on the wireless device, and the selected content is selected based at least in part on the one or more resources available on the wireless device.

52. (New) The method of claim 51, wherein the one or more resources available on the wireless device comprise memory, processing power, or display resolution.

53. (New) The method of claim 21, wherein the wireless device is located at a location, and the method further comprises:

before providing the selected content to the wireless device over the wireless communication network, personalizing the selected content based on the location of the wireless device.

54. (New) The method of claim 21, further comprises:

before providing the selected content to the wireless device over the wireless communication network, personalizing the selected content based on geographical data.

55. (New) The method of claim 21, further comprises:

before providing the selected content to the wireless device over the wireless communication network, personalizing the selected content based on calendar information.

56. (New) The method of claim 21, further comprises:

before providing the selected content to the wireless device over the wireless communication network, personalizing the selected content based on time of day.

57. (New) The method of claim 21, further comprises:

before providing the selected content to the wireless device over the wireless communication network, identifying a user profile having user preference information associated with the anonymous user identifier and selecting the selected content based on the user preference information of the user profile.

58. (New) The method of claim 57, wherein the user preference information of the user profile instructs the content provider not to provide selected types of content.

59. (New) The method of claim 21, wherein receiving the anonymous user identifier from the wireless device over the wireless communication network comprises receiving the anonymous user identifier in an HTTP protocol header.

60. (New) The method of claim 21, further comprising:

at the content provider, requesting the anonymous user identifier from the wireless device.

61. (New) The method of claim 21 for use with a wireless communication network comprising a network component, the method further comprising:

at the network component, requesting the anonymous user identifier from the wireless device.

62. (New) The method of claim 61, wherein the network component comprises a mobile switching center.

63. (New) The method of claim 21, further comprises:  
at the content provider, obtaining the selected content from a content source; and  
before providing the selected content to the wireless device over the wireless communication network comprises, personalizing the selected content based on the content source.

64. (New) The method of claim 21, wherein the selected content has a content type, and the method further comprises:  
before providing the selected content to the wireless device over the wireless communication network comprises, personalizing the selected content based on the content type.